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Netherlands Video Market Meetings

Video Market Briefings: Join in a live, **free** interactive video conference with the U.S. Commercial Service to explore business opportunities in the Netherlands. This service allows you to communicate with our Commercial Specialists and in addition, we may invite an external industry professional to participate when appropriate. We will present business insights on the current market for your products/services and strategies on tapping the Netherlands as your entry point to greater Europe. The briefings will last approximately 30-45 minutes with individual clients or a maximum of 5 clients per

session.

November's sector is Logistics. The Holland International Distribution Council (HIDC), a private non-profit organization representing 500 Dutch logistics companies, has agreed to participate in the conferences. Please contact Bram.Groen@mail.doc.gov if you have a client interested in the Dutch market.

For more information on how to sign up, contact Amy Benson and visit http://www.buyusa.gov/netherlands/en/video_conference_service.html

Future briefings:

December 2005 - Aerospace & Defense

January 2006 - ICT

February 2006 - Medical

E-Market Express-- Marketing Research for your Industry

The U.S. Commercial Service sponsors **free market research and trade industry updates** to U.S. companies. e-Market Express is an easy way to **stay up-to-date with your particular industry**. Industries include:

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Energy

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Market of the Month: The Netherlands

Why the Netherlands?

The Netherlands is a prosperous and open economy that is heavily dependent on foreign trade. The economy is noted for stable industrial relations, moderate inflation, a sizable account surplus, and an important role as a European transportation hub. Industrial activity is predominantly in food processing (e.g. Unilever and Heineken), chemicals (e.g. DSM), petroleum refining (e.g. Shell), and electrical machinery (e.g. Philips). A highly mechanized agricultural sector employs no more than 4% of the labor force, but provides large surpluses for the food-processing industry and for exports. The Dutch rank third worldwide in value of agricultural exports, behind the US and France. Other important parts of the economy include international trade, banking and transport. The United States is the largest foreign investor in the Netherlands and has its largest bilateral trade surplus in the world with this country.

The Netherlands' strategic location, the relative ease of doing business, the high level of proficiency in English, and its world-class and user-friendly transportation and distribution infrastructure make the Netherlands an ideal market and European operations location for U.S. companies. The Netherlands has capitalized on its location and advanced economy to become one of the top dozen trading countries in the world. The Netherlands is a geographically small, densely populated (16.4 million people) country occupying a highly strategic commercial location that makes it the "Gateway to Europe". Over 160 million consumers (roughly one third of the population of the expanded European Union of 25 Member States) reside within a 300-mile radius of Rotterdam.

The Netherlands is a key center within the global business network with an advanced infrastructure geared towards the transportation of goods, people, and electronic data. Its core distribution points include Rotterdam, the world's second largest port, and Amsterdam Schiphol Airport, the fourth largest passenger and third largest cargo airport in Europe.

Best U.S. Export Prospects Automotive Parts and Accessories

Construction Equipment (Bathroom Equipment)

Computer Services

Computer Software

Environmental Products

Medical Equipment

Safety and Security Equipment and Systems

Telecommunications Equipment

Telecommunication Services

Transport and Distribution Services

For more information on the Netherlands, visit

http://www.export.gov/comm_svc/press_room/marketofthemonth/netherlands/netherlands.html

Environmental Technologies Trade Mission to

Southeast Asia

Whether you're seeking new markets for your proven technology or launching a new product line, the U.S. Department of Commerce's Environmental Technologies Trade Mission to Kuala Lumpur, Bangkok, and Manila, **April 24 - May 3, 2006**, offers a cost-effective way to meet pre-screened business contacts, prospective agents, distributors, partners, and end-users and to explore new business opportunities in these three fast-growing Southeast Asian countries.

Malaysia: Malaysia's US\$800 million environmental market offers attractive potential for U.S. environmental technologies companies. Key areas of current and on-going investment include public water supply, sewage treatment, and industrial wastewater treatment. An emerging sector is the remediation of contaminated land and brownfield clean-up.

Thailand: Thailand will need to invest approximately US\$1.2-1.5 billion to attain universal coverage for safe water and sanitation by 2020. Investments required for improving air quality are estimated at US\$350-500 million and US\$300-400 million for solid waste management over the next decade.

Philippines: The US\$700 million Philippine market for environmental products, technologies and services offers excellent opportunities for U.S. companies. Key areas targeted by the Philippine Government for investment include air pollution and wastewater treatment.

The general information flyer is here: [E Southeast Asia Trade Mission \(PDF, 191 KB\)](#).

More detailed information and ALL the documents and forms you'll need can be found at <http://www.buyusa.gov/tennessee/23.html>

China Building 2006

The U.S. Commercial Service in Beijing is pleased to invite American firms to participate in our U.S. Pavilion at China Building 2006 **to promote American goods and services to the Chinese building materials market**. The exposition, with a 10-year track record, is the most established event of its kind in Asia, showcasing an extensive array of companies dealing in building materials. China Building 2006 will be held at the China International Exhibition Center (CIEC) in Beijing from February 28 – March 3, 2006.

The 2005 show drew more than 1000 exhibitors, including nearly 200 foreign firms from the United States, Italy, Spain, South Korea, India, and other countries. More than 40,000 business visitors attended the exhibition in 2005 and some 50,000 are expected in 2006.

Get the chance to showcase your products and services, receive market counseling, and advertise in trade magazines! For more information, check out the China Building 2006 flyer or contact Ms. Jing Wei in the U.S. Embassy in China at Jing.wei@mail.doc.gov

Environmental Technologies Trade Show

The U.S. Commercial Service of the U.S. Department of Commerce invites you to participate in the U.S. Pavilion of TAU International, Italy's premier environmental show, scheduled on January 24-27, 2006 in Milan.

The Italian market for environmental technologies and solutions is projected to reach \$5 billion in 2005 and to grow by four to six percent over the next few years. Italy relies heavily on environmental imports, and excellent opportunities exist for American companies offering innovative technologies and products.

In its last edition, TAU featured 300 exhibitors and 22,000 visitors. The special participation fee of \$3,250, which includes not only a completely furnished individual booth at TAU, but, most importantly, a personalized schedule of one-on-one appointments with targeted Italian business partners, distributors and end-users; interpretation services; and marketing and logistical assistance from our Commercial Service staff in Milan. This marks the sixth time that U.S. Commercial Service is organizing U.S. participation in TAU and a customized program of one-on-one appointments.

For more information on TAU International 2006, visit
<http://www.intelshow.com/fi/hptau6/1,5027,e,00.html?par=>

For more information on the special matchmaking service offered by the U.S. Commercial Service at TAU, please visit: http://www.export.gov/comm_svc/pdf/TAU06.pdf

U.S. companies new to the Italian market, as well as, their representatives in Europe are especially encouraged to attend. If you are interested in knowing more about the promising Italian environmental market and this event, please complete the form on the attached brochure link. Or, contact me at 847-327-9082 or Yvonne Jackson at 202-482-2675.

We hope you will take advantage of this opportunity to meet potential partners at TAU International, and we look forward to hearing from you!

Feature your company on U.S. Commercial Service Websites

Featured U.S. Exporters (or FUSE) is a directory of U.S. products featured on U.S. Commercial Services websites around the world. It gives your company an opportunity to target specific markets in the local language of business. Currently, listings are offered to qualified U.S. exporters seeking trade leads or representation in over 50 markets around the world. The nominal participation fee (minimum \$25) is based on the number of markets selected and translation requirements. You are required to choose at least

5 English language markets, or some other combination totalling \$25 USD or more.

Want to see what a FUSE listing looks like or register your company? Visit <http://www.buyusa.gov/home/fuse.html> and take a look around.

The Trade Fair

The Trade Fair is a private non-profit trade development organization and is currently organizing a pavilion at GLOBE 2006 environmental trade fair. (<http://www.globe2006.com>). They are inviting environmental companies to join their exclusive exhibitor community of companies from their region on March 29-31, 2006, in Vancouver, Canada.

The trade fair will feature a conference to discuss the most recent developments in environmental sustainability, energy policy and solutions, financing, environmental market opportunities and building sustainable cities. This is a great time to showcase because of the opportunities associated with the upcoming "green" Vancouver Olympics.

3rd Annual ICPA Conference

The ICPA Conference provides an educational, outreach, and networking opportunity including exposure to key decision makers in the import and export compliance industry from many of the top importers and exporters in the country. Sessions will be held on exporting, importing, ethics, planning, and more. Sign up for the ICPA Golf Tournament, network at the conference, and enjoy your time in Vegas. The conference is being held **March 6-9, 2006, in Las Vegas, Nevada.**

For more information, check out the official brochure at <http://432861.webbrochure.net> or ICPA's website at <http://www.icpainc.org>.